

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <p>The most at risk of over-spending or inadvertently wasting money simply because they're not tracking what they're spending.</p>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <p>The budget constraint is the boundary of the opportunity set—all possible combinations of consumption that someone can afford given the prices of goods and the individual's income.</p>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <p>Shop where discounts are provided; usage of google pay since via physical payment the vendor may give any product instead of giving change; Buy the groceries in a small store where the products will be cheap and fresh, whereas in high end supermarkets the same quantity of products is very high rated.</p>	Explore AS, differentiate	
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <p>It collect and classify your purchases so that you can identify areas that might be trimmed.</p>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <p>Managing expenses manually can be a tedious process. When data is collected, it remains stagnant until there's human intervention. Error-prone and clunky expense report forms, slow reimbursements</p>	<b>7. BEHAVIOUR</b> <span>BE</span> <p>By knowing where your money goes, you can effectively sort out your financial priorities based on your budge</p>		Focus on J&P, tap into BE, understand RC
	<b>3. TRIGGERS</b> <span>TR</span> <p>It can be any situation, emotion, place, or person that tempts you to spend money.</p>	<b>10. YOUR SOLUTION</b> <span>SL</span> <p>Set the default limit of usage of money to 150 and it can be adjusted upto 350 trying ways to reduce usage of money</p>	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <p><b>ONLINE</b> Use of google pay should have a limit of how much we used</p>		
<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <p>Before using this because of this problem the money that I had kept was drained in a drastic way. After using this, my money usage is reduced and I saved money.</p>	<p><b>OFFLINE</b> set daily usage of money to 150</p>				